

1967 CENSUS OF BUSINESS

BC67-MRC-19



REFERENCE COPY



MAJOR RETAIL CENTERS

in Standard Metropolitan
Statistical Areas

LOUISIANA

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS



The 1967 Census of Business reports will comprise eight volumes:

Vols. I, II, III, IV—Retail Trade

Vols. V, VI—Wholesale Trade

Vols. VII, VIII—Selected Services

Retail Trade reports are issued first as separate preprints and then brought together in the following volumes:

VOL. I. RETAIL TRADE, SUBJECT REPORTS

A U.S. summary chapter and chapters presenting tabulations based on the following characteristics of individual establishments: sales-size; employment-size; single or multiunit ownership; and legal form of ownership. Statistics are presented for the United States, States, and standard metropolitan statistical areas, by kind of business. This volume consists of the subject reports previously issued as series BC67-RS.

VOL. II. RETAIL TRADE, AREA STATISTICS

A U.S. summary chapter and chapters for each State, the District of Columbia, Guam, and the Virgin Islands. Statistics are presented by kind of business, for counties, cities, standard metropolitan statistical areas, and for selected towns and townships in New England, New Jersey, and Pennsylvania. The kind-of-business detail varies in accordance with the number of retail establishments in an area. This volume consists of the area reports previously issued as series BC67-RA.

VOL. III. MAJOR RETAIL CENTERS

A summary chapter and a chapter for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Each chapter presents data for the major retail centers (MRC's) in the SMSA's and for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA's. Statistics for the CBD are presented for retail trade by kind of business. Data for each major retail center include (a) sales and establishment counts for total retail trade and for three major subgroups of retail trade and (b) establishment counts only, by detailed kind of business. This volume consists of the major retail center reports previously issued as series BC67-MRC.

VOL. IV. RETAIL MERCHANDISE LINE SALES

A U.S. summary chapter and chapters for each State. Each chapter presents statistics on (a) number of establishments and total sales for establishments in a specified kind of business, (b) the number and total sales of those establishments reporting their sales by the 25 broad merchandise lines, (c) the percentage of total sales accounted for by each of the 25 broad lines, and for (d) establishments handling a specific line, what percent of their total sales is represented by sales of that line. Additional merchandise line detail is shown for selected kinds of business. This volume consists of the reports previously issued as series BC67-MLS.

Issued May 1970

This report is a preprint of a corresponding chapter of Vol. III—Retail Trade, Major Retail Centers.

Suggested Citation

U.S. Bureau of the Census, Census of Business, 1967

RETAIL TRADE: MAJOR RETAIL CENTERS

LOUISIANA, BC67-MRC-19

U.S. Government Printing Office, Washington, D.C., 1970

For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any Department of Commerce field office. Price 65 cents. Complete set of retail trade major retail center reports, \$29.40.



BUREAU OF THE CENSUS

George Hay Brown, Director

Robert F. Drury, Deputy Director

Walter F. Ryan, Associate Director

BUSINESS DIVISION

Harvey Kailin, Chief

ACKNOWLEDGMENTS—This report was prepared in the Business Division under the general direction of Harvey Kailin, Division Chief, with direct supervision by Louis Greenberg, Assistant Chief, Program Development. Plans for the major retail center segment of the Census of Business were developed by Sol Helfand. Responsibility for compiling this report was under the general direction of Michael Farrell, Chief, Retail Program Branch. Robert Viehman served as coordinator and was the Business Division's liaison officer with other divisions. Mabel Foster and Charles Treese contributed in resolving problems and in reviewing the data for publication. Staff assistance was provided by Paul Shapiro, Assistant Division Chief, Program Implementation, Ralph S. Woodruff, Assistant Division Chief, Research and Methodology, and Max Shor, Assistant Division Chief, Staff and Special Projects.

Systems and procedures were developed in the Systems Division, Sol Dolleck, Chief, by Eugene Wendt, Assistant Division Chief for Periodic Censuses, assisted by Samuel Schweid, Economic Census Program Manager. Clerical procedures were developed and supervised by Alvin Barten and Carl Mueller. Robert Janshego developed and supervised the electronic computer editing and tabulation programs under the direction of William Lorenz, Chief, Business Statistics Branch.

Processing of major retail center reports was performed by the Jeffersonville Census Operations Division, Joseph F. Arbena, Chief. Clerical processing was supervised by Rebecca Nesbit. Data processing and related operations were performed by the Processing Division, M. Douglas Fahey, Chief, assisted by Rudolph Micolý and James Shores.

Editorial supervision was provided by Julia Moring of the Administrative and Publications Services Division.

Arthur Horowitz, in his capacity as the coordinator of the economic censuses, made important contributions to the planning and operational phases of the work.

Special acknowledgment is due to the many businesses whose cooperation has contributed to the publication of the data.

1967 CENSUS OF BUSINESS



BC67-MRC-19

MAJOR RETAIL CENTERS

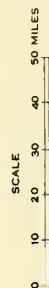
in Standard Metropolitan
Statistical Areas

LOUISIANA



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary
Rocco C. Siciliano, Under Secretary
Harold C. Passer, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS George Hay Brown, Director

Incorporated places of 100,000 and over
 Incorporated places of 25,000-100,000
 Standard Metropolitan Statistical Areas



Introduction

AUTHORITY AND SCOPE—The economic censuses are required by law under Title 13, United States Code, sections 131, 191, and 224. The 1967 Census of Business portion of the economic censuses consists of firms engaged in retail trade, wholesale trade, and selected services (hotels and motels; personal, business, and repair services; and amusement and recreation services including the motion picture industry) which operated in the United States. In addition, the Census of Business covered public warehouses, dental laboratories, law firms, architectural and engineering firms, travel agencies, and truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission. Data for the contract construction industry also were collected in this Census but published in a separate series of reports. The Census of Business also covered Guam and the Virgin Islands. A separate 1967 Census of Business, Manufacturers, and Construction for Puerto Rico was conducted jointly with the Commonwealth Government.

KINDS OF BUSINESS COVERED—This series of reports provides findings only for retail stores in the areas covered. Data for nonstore retailers are not included in these reports. For definitions, see appendix A.

AREAS COVERED—This series consists of a summary report and a report for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Data for SMSAs which cross State lines, appear only in the State report in which the SMSA is primarily located. Each report presents data for the major retail centers (MRC's) in the SMSA's. Data are also shown for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA.

DELINEATION OF MAJOR RETAIL CENTERS—Two types of major retail centers have been delineated for these reports: (1) Central business districts (CBD's); and (2) concentrations of retail stores (other than CBD's) located in each SMSA.

Since there were no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau (1) in

consultation with local census tract committees defined a CBD as "an area of very high land valuation; an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i.e., to consist of one or more whole census tracts. The emphasis on tract boundaries was based on the fact that census statistics other than those derived from the Census of Business are identified in terms of tract location and therefore can conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of area segments not consistent with the first criterion or to the exclusion of small segments which clearly belonged within the first criterion. It was believed that these shortcomings generally would not prove to be serious and that the differences in area probably would not significantly affect the totals for the items being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant in order to maximize the value of comparisons over time.

In some cities previously established CBD's or similar areas which substantially corresponded to the Census Bureau's requirements for CBD's were accepted for use in the Bureau's program.

Major retail centers (MRC's) are defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas but outside of the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which is classified as a department store.

MRC's include not only the planned suburban shopping centers but also the older "string" street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved, to include all of the center.

Because MRC's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) without infringement of the Bureau's legal requirement for maintenance of confidentiality. For this reason, it is necessary to limit the sales figures for MRC's to only—

1. Retail stores, total.
2. Convenience goods stores, i.e., food stores (SIC 54); eating and drinking places (SIC 58); and drug, proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53 part); apparel, accessory stores (SIC 56); and furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 59, except 591).

This report series was started as a part of the 1954 Census of Business, at which time data were provided for a total of 95 CBD's. In the 1958 Census of Business additional CBD's were defined and MRC's were identified for the first time. At that time data were published for

109 CBD's and for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's located in 116 SMSA's and for 972 MRC's. The present series will include data for about 1,700 MRC's located in the 230 SMSA's in the United States and for 134 CBD's.

CENSUS DISCLOSURE RULES—In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure, so that this item may appear in instances where other items of information for the same kind of business or locality are withheld.

STANDARD METROPOLITAN STATISTICAL AREAS—The standard metropolitan statistical areas (SMSA's) included in these reports are those defined by the Bureau of the Budget in 1967.¹

¹Executive Office of the President, Bureau of the Budget, **Standard Metropolitan Statistical Areas, 1967**, as amended January 15, 1968.

MAJOR RETAIL CENTERS
IN STANDARD METROPOLITAN
STATISTICAL AREAS

Louisiana

CONTENTS

[Page numbers listed here omit the State prefix, 19-, which appears as part of number for each page]

	page
State Map Showing Standard Metropolitan Statistical Areas	ii
Introduction	iii
 BATON ROUGE SMSA:	
Standard Metropolitan Statistical Area Maps	3
Table 1 The Central Business District: 1967 and 1963	5
2 The City: 1967 and 1963	6
3 The Standard Metropolitan Statistical Area: 1967 and 1963	7
4 CBD, City, SMSA—Percent Change and Percent Distribution: 1967	8
5 CBD Sales as Percent of City Sales and of SMSA Sales: 1967	9
6 Major Retail Centers in the SMSA: 1967	10
 LAFAYETTE SMSA:	
Standard Metropolitan Statistical Area Maps	11
Table 1 Major Retail Centers in the SMSA: 1967	13
 LAKE CHARLES SMSA:	
Standard Metropolitan Statistical Area Maps	14
Table 1 Major Retail Centers in the SMSA: 1967	16
 MONROE SMSA:	
Standard Metropolitan Statistical Area Maps	17
Table 1 Major Retail Centers in the SMSA: 1967	19
 NEW ORLEANS SMSA:	
Standard Metropolitan Statistical Area Maps	20
Table 1 The Central Business District: 1967 and 1963	23
2 The City: 1967 and 1963	24
3 The Standard Metropolitan Statistical Area: 1967 and 1963	25
4 CBD, City, SMSA—Percent Change and Percent Distribution: 1967	26
5 CBD Sales as Percent of City Sales and of SMSA Sales: 1967	27
6 Major Retail Centers in the SMSA: 1967	28

CONTENTS—Continued

	page
SHREVEPORT SMSA:	
Standard Metropolitan Statistical Area Maps	30
Table 1 The Central Business District: 1967 and 1963	32
2 The City: 1967 and 1963	33
3 The Standard Metropolitan Statistical Area: 1967 and 1963	34
4 CBD, City, SMSA—Percent Change and Percent Distribution: 1967	35
5 CBD Sales as Percent of City Sales and of SMSA Sales: 1967	36
6 Major Retail Centers in the SMSA: 1967	37
Appendix General Explanation	38

BATON ROUGE, LA.

Standard Metropolitan Statistical Area
and Central Business District



0 5 10 MILES



Comprising Census Tract 12

0 1000 2000 FEET



BATON ROUGE, LA.

City and Major Retail Centers

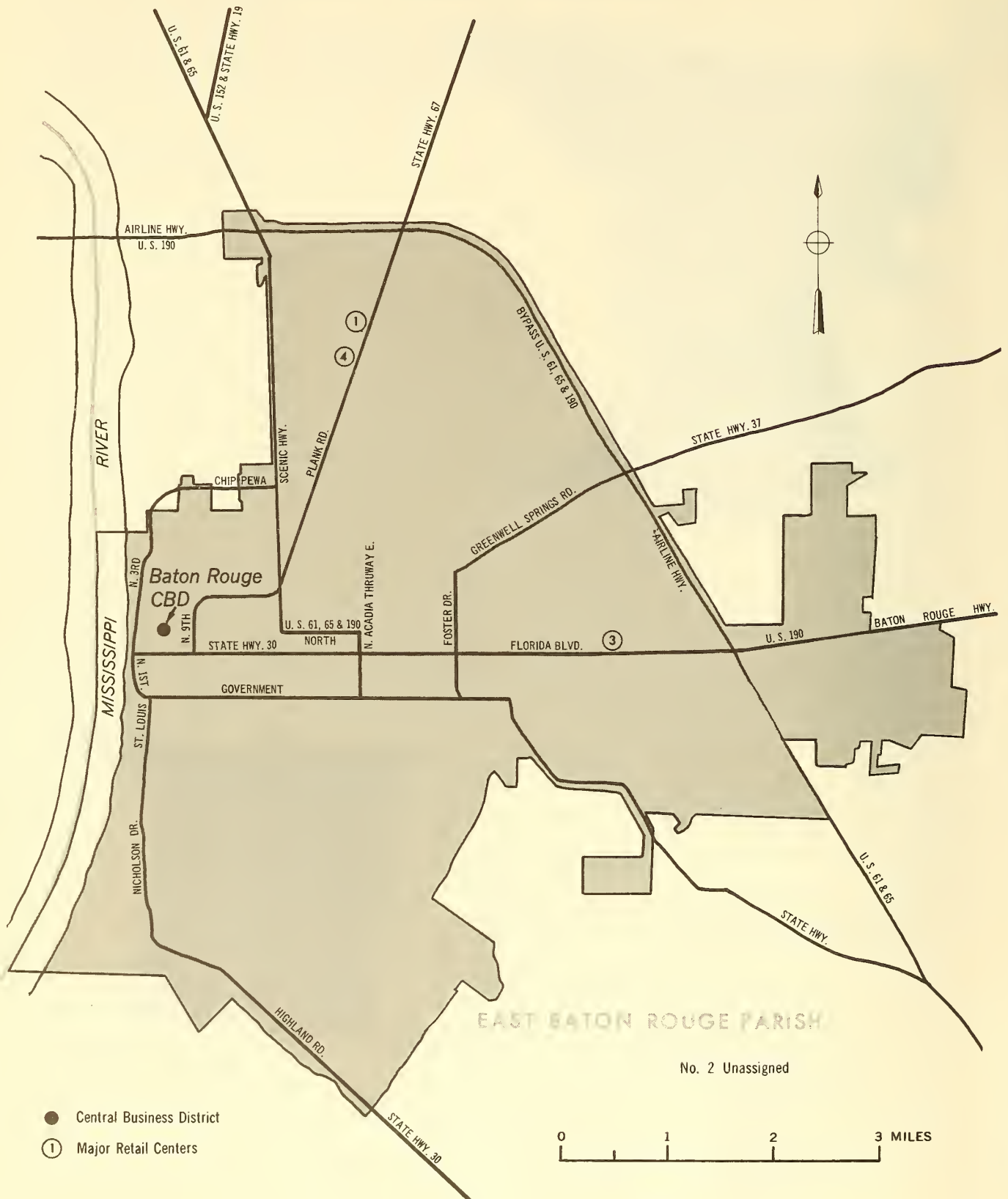


TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	118	26 540	4 309	1 291	135	25 922	4 061
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	1	(D)	(D)	(D)	-	-	-
5251	HARDWARE STORES	-	-	-	-	-	-	-
52 EX. 5251	OTHER	1	(D)	(D)	(D)	-	-	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	6	9 324	1 710	441	8	9 071	1 368
531	DEPARTMENT STORES	3	7 599	1 428	341	2	(D)	(D)
533	VARIETY STORES	2	(D)	(D)	(D)	2	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	1	(D)	(D)	(D)	4	1 418	203
54	FOOD STORES	8	(D)	(D)	12	7	863	70
55 EX. 554	AUTOMOTIVE DEALERS	5	1 071	175	27	3	837	121
55 PT. (554)	GASOLINE SERVICE STATIONS	8	916	126	46	4	521	98
56	APPAREL AND ACCESSORY STORES	36	6 225	807	270	48	6 085	866
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	14	2 188	248	91	19	2 554	318
562	WOMEN'S READY-TO-WEAR STORES	9	1 693	175	67	16	2 383	290
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	22	4 037	559	179	29	3 531	548
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	10	2 327	324	97	9	1 636	241
565	FAMILY CLOTHING STORES ³	3	318	58	22	5	469	92
566	SHOE STORES ³	9	1 392	177	60	15	1 426	215
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	-	-	-	-	-	-	-
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	11	2 753	369	93	11	2 500	462
5712	FURNITURE STORES	7	2 405	340	81	5	1 561	246
OTHER 571	HOME FURNISHINGS STORES	2	(D)	(D)	(D)	1	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	2	(D)	(D)	(D)	5	(D)	(D)
58	EATING AND DRINKING PLACES	21	1 956	544	223	23	1 459	423
5812	EATING PLACES	9	1 384	456	184	13	1 138	377
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	12	572	88	39	10	321	46
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	2	(D)	(D)	(D)	3	1 074	140
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	20	(D)	(D)	130	28	3 512	513
592	LIQUOR STORES	2	(D)	(D)	(D)	2	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS	-	(D)	(D)	(D)	2	(D)	(D)
597	JEWELRY STORES	8	899	226	50	8	1 292	231
5992	FLORISTS	-	-	-	-	-	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	1 394	412 814	47 808	12 474	1 238	280 387	31 971
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	57	17 159	1 825	332	65	12 202	1 594
5251	HARDWARE STORES.	10	(D)	(D)	(D)	15	648	59
52 EX. 5251	OTHER.	47	(D)	(D)	(D)	50	11 554	1 535
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	52	97 787	13 588	3 413	47	54 965	7 977
531	DEPARTMENT STORES.	17	85 084	12 238	2 962	14	46 670	6 831
533	VARIETY STORES	17	6 229	(D)	(D)	19	5 119	798
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	17	4 474	(D)	(D)	14	3 176	348
54	FOOD STORES.	237	78 687	5 481	1 630	203	63 665	3 895
55 EX. 554	AUTOMOTIVE DEALERS	110	94 521	9 381	1 548	87	62 392	6 215
55 PT.(554)	GASOLINE SERVICE STATIONS.	193	23 335	2 138	801	191	18 680	1 745
56	APPAREL AND ACCESSORY STORES	101	18 783	2 383	702	114	14 434	1 951
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	39	8 164	986	301	46	(D)	(D)
562	WOMEN'S READY-TO-WEAR STORES	30	7 529	(D)	(D)	36	(D)	(D)
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	62	10 619	1 397	401	68	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	15	(D)	(D)	(D)	16	2 692	372
565	FAMILY CLOTHING STORES ³	8	1 461	186	64	14	(D)	(D)
566	SHOE STORES ³	31	(D)	(D)	(D)	34	3 554	517
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	3	(D)	(D)	(D)	4	239	27
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	104	23 192	3 449	701	76	13 339	2 106
5712	FURNITURE STORES	33	11 519	(D)	(D)	29	7 159	1 127
OTHER 571	HOME FURNISHINGS STORES.	17	(D)	(D)	(D)	12	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	54	(D)	(D)	(D)	35	(D)	(D)
58	EATING AND DRINKING PLACES	289	24 818	5 342	2 227	227	15 353	3 485
5812	EATING PLACES.	172	20 093	4 830	1 971	151	12 876	3 213
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	117	4 725	512	256	76	2 477	272
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	46	13 126	1 626	460	50	8 240	1 058
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	205	21 406	2 595	660	178	17 117	1 945
592	LIQUOR STORES.	24	3 433	170	49	41	2 924	189
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	16	3 815	(D)	(D)	10	814	110
597	JEWELRY STORES	19	(D)	421	92	18	2 225	351
5992	FLORISTS	19	1 706	256	74	11	927	238

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^rRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

BATON ROUGE SMSA—Coextensive with East Baton Rouge Parish, La.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	1 751	465 985	52 411	14 008	1 502	312 347	34 900
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	77	24 929	2 711	517	85	15 566	1 875
5251	HARDWARE STORES.	17	1 252	98	22	20	818	72
52 EX. 5251	OTHER.	60	23 677	2 613	495	65	14 748	1 803
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	65	99 569	13 771	3 470	59	56 518	8 103
531	DEPARTMENT STORES.	17	85 084	12 238	2 962	14	46 670	6 831
533	VARIETY STORES.	22	7 316	(D)	(D)	23	5 659	869
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	25	5 169	(D)	(D)	22	4 189	403
54	FOOD STORES.	338	98 613	6 590	2 045	271	73 818	4 454
55 EX. 554	AUTOMOTIVE DEALERS	135	99 283	9 874	1 653	106	66 310	6 648
55 PT. (554)	GASOLINE SERVICE STATIONS.	251	31 259	2 757	1 043	243	24 038	2 246
56	APPAREL AND ACCESSORY STORES	112	19 433	2 437	734	124	14 855	1 969
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	43	8 426	998	308	48	6 610	835
562	WOMEN'S READY-TO-WEAR STORES	34	7 791	(D)	(D)	38	6 073	754
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	69	11 007	1 439	426	76	8 245	1 134
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	16	4 367	584	148	16	2 692	372
565	FAMILY CLOTHING STORES ³	11	1 735	213	81	20	1 719	216
566	SHOE STORES ³	32	4 617	614	188	34	3 561	518
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	5	196	28	9	6	273	28
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	123	24 890	3 660	747	79	13 565	2 142
5712	FURNITURE STORES	38	12 558	(D)	(D)	29	7 159	1 127
OTHER 571	HOME FURNISHINGS STORES.	25	1 852	316	72	13	989	181
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	60	10 480	(D)	(D)	37	5 417	834
58	EATING AND DRINKING PLACES	343	27 809	5 838	2 507	260	17 119	3 801
5812	EATING PLACES.	209	22 577	5 275	2 220	174	14 277	3 497
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	134	5 232	563	287	86	2 842	304
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	63	15 665	1 863	560	61	10 014	1 301
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	244	24 535	2 910	732	214	20 544	2 361
592	LIQUOR STORES.	31	4 218	234	66	51	3 822	257
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	19	4 070	476	80	10	814	110
597	JEWELRY STORES	20	2 245	421	92	20	2 235	351
5992	FLORISTS	24	1 911	279	83	19	1 068	248

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

r Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	2.4	47.2	49.2	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	(D)	40.6	60.1	(D)	4.1	5.3
5251	HARDWARE STORES	-	(D)	53.0	-	(D)	0.2
52 EX. 5251	OTHER	(D)	(D)	60.5	(D)	(D)	5.1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	2.8	77.9	76.2	35.1	23.7	21.4
531	DEPARTMENT STORES	(D)	86.6	86.6	28.6	21.1	18.7
533	VARIETY STORES	(D)	21.7	29.3	(D)	1.5	1.6
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	(D)	40.9	23.4	(D)	1.1	1.1
54	FOOD STORES	(D)	23.6	33.6	(D)	19.1	21.2
55 EX. 554	AUTOMOTIVE DEALERS	27.9	51.5	49.7	4.0	22.9	21.3
55 PT.(554)	GASOLINE SERVICE STATIONS	75.8	24.9	30.0	3.5	5.7	6.7
56	APPAREL AND ACCESSORY STORES	2.3	30.1	30.8	23.5	4.5	4.2
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	-14.3	(D)	27.5	8.3	1.9	1.8
562	WOMEN'S READY-TO-WEAR STORES	-29.0	(D)	28.3	6.4	1.8	1.7
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	14.3	(D)	33.5	15.2	2.6	2.4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	10.1	73.9	83.5	10.4	5.6	5.3
5712	FURNITURE STORES	54.1	60.9	75.4	9.1	2.8	2.7
OTHER 571	HOME FURNISHINGS STORES	(D)	98.7	87.3	(D)	(D)	0.4
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	(D)	87.3	93.5	(D)	(D)	2.2
58	EATING AND DRINKING PLACES	34.1	61.6	62.4	7.4	6.0	5.9
5812	EATING PLACES	21.6	56.0	58.1	5.2	4.9	4.8
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	78.2	90.8	84.1	2.2	1.1	1.1
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	(D)	59.3	56.4	(D)	3.2	3.4
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	(D)	25.0	19.4	(D)	5.2	5.3
592	LIQUOR STORES	(D)	17.4	10.4	(D)	0.8	0.9
595	SPORTING GOODS STORES, BICYCLE SHOPS	(D)	368.7	400.0	(D)	0.9	0.9
597	JEWELRY STORES	-30.4	(D)	0.4	3.4	(D)	0.5
5992	FLORISTS	-	84.0	78.9	-	0.4	0.4

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^rRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	6.4	5.7
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	(D)	(D)
5251	HARDWARE STORES	(D)	-
52 EX. 5251	OTHER	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	9.5	9.4
531	DEPARTMENT STORES	8.7	8.7
533	VARIETY STORES.	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	(D)	(D)
54	FOOD STORES	(D)	(D)
55 EX. 554	AUTOMOTIVE DEALERS.	1.1	1.1
55 PT.(554)	GASOLINE SERVICE STATIONS	3.9	2.9
56	APPAREL AND ACCESSORY STORES.	33.1	32.0
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	26.8	26.0
562	WOMEN'S READY-TO-WEAR STORES.	22.5	21.7
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	38.0	36.7
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	(D)	53.3
565	FAMILY CLOTHING STORES ³	21.8	18.3
566	SHOE STORES ³	(D)	30.1
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	-
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	11.9	11.1
5712	FURNITURE STORES.	20.9	19.2
OTHER 571	HOME FURNISHINGS STORES	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	(D)	(D)
58	EATING AND DRINKING PLACES.	7.9	7.0
5812	EATING PLACES	6.9	6.1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	12.1	10.9
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	(D)	(D)
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	(D)	(D)
592	LIQUOR STORES	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS	(D)	(D)
597	JEWELRY STORES.	(D)	40.0
5992	FLORISTS.	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)		
				No. 1	No. 3	No. 4
	RETAIL STORES, TOTAL: ¹					
	NUMBER.	1 751	118	20	29	18
	SALES \$1,000. . .	465 985	26 540	8 292	27 407	8 766
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER.	744	31	5	6	8
	SALES \$1,000. . .	142 087	3 460	(D)	3 239	(D)
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²					
	NUMBER.	300	53	12	18	4
	SALES \$1,000. . .	143 892	18 302	7 650	23 317	4 374
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER.	707	34	3	5	6
	SALES \$1,000. . .	180 006	4 778	(D)	851	(D)
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL ¹	1 751	118	20	29	18
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	77	1	-	-	2
5251	HARDWARE STORES	17	-	-	-	-
52 EX. 5251	OTHER	60	1	-	-	2
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	65	6	4	5	1
531	DEPARTMENT STORES	18	3	2	3	1
533	VARIETY STORES.	22	2	1	1	-
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	25	1	1	1	-
54	FOOD STORES	338	8	2	3	2
55 EX. 554	AUTOMOTIVE DEALERS.	135	5	-	1	2
55 PT. (554)	GASOLINE SERVICE STATIONS	251	8	1	-	1
56	APPAREL AND ACCESSORY STORES.	112	36	4	9	1
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	43	14	2	3	-
562	WOMEN'S READY-TO-WEAR STORES.	34	9	2	2	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	69	22	2	6	1
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	123	11	4	4	2
5712	FURNITURE STORES.	38	7	1	-	1
OTHER 571	HOME FURNISHING STORES.	25	2	-	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	60	2	3	4	1
58	EATING AND DRINKING PLACES.	343	21	2	2	5
5812	EATING PLACES	209	9	2	1	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	134	12	-	1	1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	63	2	1	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	244	20	2	4	1
592	LIQUOR STORES	31	2	-	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS.	19	-	-	1	-
597	JEWELRY STORES.	20	8	1	2	-
5992	FLORISTS.	24	-	-	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

*Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the planned center known as "Delmont Village" and establishments on Plank Rd. from Sycamore to Lorraine. (Baton Rouge)

MRC No. 3 Includes the planned center known as "Bon Marche Shopping Center" and establishments on Florida Blvd. from Croydon Ave. to Lobdell Ave. (Baton Rouge)

MRC No. 4 Includes establishments on Plank Road from Byron Avenue to Sherwood St. (Baton Rouge)

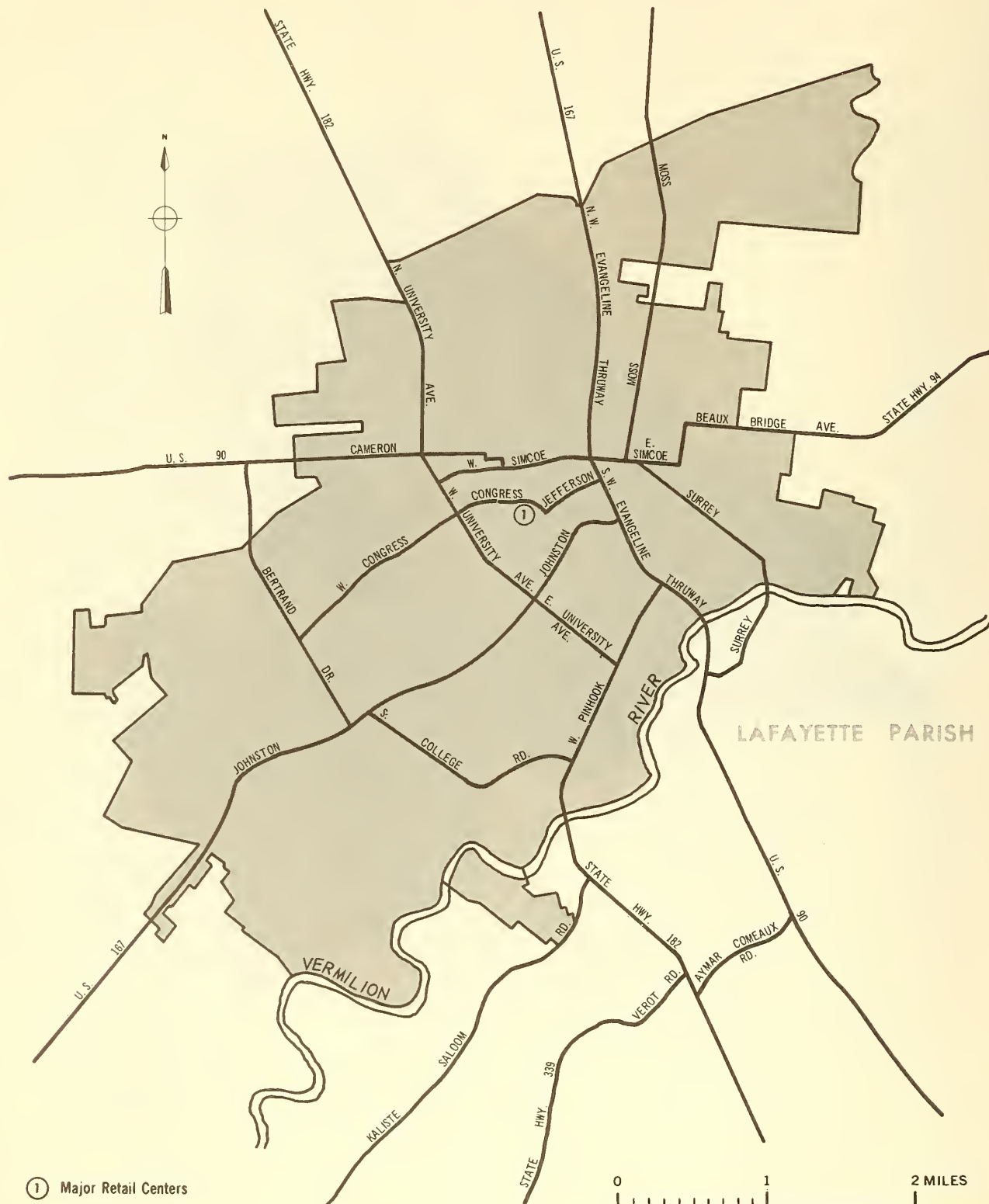
LAFAYETTE, LA.

Standard Metropolitan Statistical Area



LAFAYETTE, LA.

City and Major Retail Centers



① Major Retail Centers

TABLE 1. Major Retail Centers in the SMSA: 1967

LAFAYETTE SMSA—Coextensive with Lafayette Parish, La.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	
	RETAIL STORES, TOTAL: ¹			
	NUMBER	973		113
	SALES. \$1,000. .	155 687		33 270
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER	459		35
	SALES. \$1,000. .	52 063		2 449
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER	141		38
	SALES. \$1,000. .	45 008		22 791
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER	374		40
	SALES. \$1,000. .	61 516		8 030
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	973		113
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	40		5
5251	HARDWARE STORES.	8		4
52 EX. 5251	OTHER.	32		1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	30		8
531	DEPARTMENT STORES.	3		2
533	VARIETY STORES	11		3
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	16		3
54	FOOD STORES.	210		11
55 EX. 554	AUTOMOTIVE DEALERS	51		5
55 PT. (554)	GASOLINE SERVICE STATIONS.	146		10
56	APPAREL AND ACCESSORY STORES	59		23
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	25		9
562	WOMEN'S READY-TO-WEAR STORES	19		6
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	34		14
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	51		7
5712	FURNITURE STORES	22		3
OTHER 571	HOME FURNISHING STORES	6		-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	23		4
58	EATING AND DRINKING PLACES	215		20
5812	EATING PLACES.	134		17
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	81		3
59 EX. (591)	DRUG STORES AND PROPRIETARY STORES	34		4
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	137		20
592	LIQUOR STORES.	25		4
595	SPORTING GOODS STORES, BICYCLE SHOPS	8		1
597	JEWELRY STORES	11		8
5992	FLORISTS	10		-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments in the area bounded by: Simcoe, S.P. R.R. (Alexandria Branch), Johnston, University Ave., St. Landry, St. Mary Blvd., Parkside Dr., and University Ave. (Lafayette city) Tract 1

LAKE CHARLES, LA.

Standard Metropolitan Statistical Area



City and Major Retail Centers

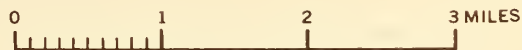


TABLE 1. Major Retail Centers in the SMSA: 1967

LAKE CHARLES SMSA—Coextensive with Calcasieu Parish, La.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	
	RETAIL STORES, TOTAL: ¹			
	NUMBER	1 207		61
	SALES. \$1,000. .	193 074		22 500
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER	477		11
	SALES. \$1,000. .	65 350		2 167
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER	201		37
	SALES. \$1,000. .	47 692		19 068
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER	529		13
	SALES. \$1,000. .	80 032		1 265
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	1 207		61
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	74		2
5251	HARDWARE STORES.	15		1
52 EX. 5251	OTHER.	59		1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	56		9
531	DEPARTMENT STORES.	6		4
533	VARIETY STORES	19		3
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	31		2
54	FOOD STORES.	215		-
55 EX. 554	AUTOMOTIVE DEALERS	67		2
55 PT. (554)	GASOLINE SERVICE STATIONS.	192		2
56	APPAREL AND ACCESSORY STORES	66		19
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	25		5
562	WOMEN'S READY-TO-WEAR STORES	21		3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	41		14
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	79		9
5712	FURNITURE STORES	23		2
OTHER 571	HOME FURNISHING STORES	13		-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	43		7
58	EATING AND DRINKING PLACES	229		9
5812	EATING PLACES.	146		6
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	83		3
59 EX. (591)	DRUG STORES AND PROPRIETARY STORES	33		2
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	196		7
592	LIQUOR STORES.	48		-
595	SPORTING GOODS STORES, BICYCLE SHOPS	18		-
597	JEWELRY STORES	13		4
5992	FLORISTS	14		-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

²Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments on Ryan St. from Kirby St. to Pine St. and on Broad St. from Ryan St. to Hodges St. (Lake Charles)

MONROE, LA.

Standard Metropolitan Statistical Area



MONROE, LA.

City and Major Retail Centers

OUACHITA PARISH



① Major Retail Centers

0 1 2 3 4 5 MILES

TABLE 1. Major Retail Centers in the SMSA: 1967

MONROE SMSA—Coextensive with Ouachita Parish, La.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)		
			No.1	No.2	No.3
	RETAIL STORES, TOTAL: ¹				
	NUMBER	1 037	176	21	22
	SALES \$1,000. .	186 192	31 822	13 049	9 623
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER	437	57	5	6
	SALES \$1,000. .	50 282	5 382	4 400	1 308
53 PT.56,57	SHOPPING GOODS STORES (GAF): ²				
	NUMBER	188	60	9	9
	SALES \$1,000. .	60 390	13 729	7 909	7 493
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER	412	59	7	7
	SALES \$1,000. .	75 520	12 711	740	822
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL ¹	1 037	176	21	22
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	37	4	-	-
5251	HARDWARE STORES	6	-	-	-
52 EX. 5251	OTHER	31	4	-	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	40	9	4	3
531	DEPARTMENT STORES	8	1	2	1
533	VARIETY STORES	16	6	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	16	2	1	1
54	FOOD STORES	228	15	2	2
55 EX. 554	AUTOMOTIVE DEALERS	76	14	-	-
55 PT.(554)	GASOLINE SERVICE STATIONS	154	16	3	5
56	APPAREL AND ACCESSORY STORES	80	30	5	6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	33	11	2	3
562	WOMEN'S READY-TO-WEAR STORES	31	9	2	3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	47	19	3	3
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	68	21	-	-
5712	FURNITURE STORES	34	11	-	-
OTHER 571	HOME FURNISHING STORES	9	3	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	25	7	-	-
58	EATING AND DRINKING PLACES	164	33	2	3
5812	EATING PLACES	125	25	2	2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	39	8	-	1
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	45	9	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	145	25	4	2
592	LIQUOR STORES	31	5	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS	11	2	-	-
597	JEWELRY STORES	12	5	1	1
5992	FLORISTS	13	3	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

†Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No.1 Includes the establishments in the area bounded by: Hudson Ln., M.P. R.R., I-20, Layton Ave., Jackson, Bry, and Ouachita River. (Monroe City) Tract 8

MRC No.2 Includes the planned center known as "Twin City Shopping Center", and establishments in the area bounded by: Roselawn Ave. extended, Louisville Ave., and Oliver Rd. (Monroe)

MRC No.3 Includes the planned center known as "Eastgate Shopping Center" and establishments on Louisville Ave. from Breard St. to De Saird St. (Monroe)

Standard Metropolitan Statistical Area and Central Business District

1967

ST. TAMMANY PARISH

New Orleans

ORLEANS PARISH

ST. BERNARD PARISH

JEFFERSON PARISH

0 20 40 MILES

ST. CLAUDINE PHILLIP

ST. ANN

ST. ORLEANS

ST. PETER

TOULOUSE

ST. LOUIS

CONTI

CHARLES

AVE. DECAUR

PETER

CLAY

FRONTI

IC

42

47

MISSISSIPPI RIVER

ST. CHARLES

CAMP

MAGAZINE

HOWARD

LEF C/R

JOSEPH

ST. CHARLES

CARON

DELET

JULIA

O'KEEFE

RAMBERT

LA FAYETTE

POURAS

LOYOLA

PEROIDO

GRAVIER

LIBERTY

LA SALLE

FRERET

ROBERTSON

CLARA

PERRILLIAT

WILLOW

CLARA

MAGNOLIA

CYPRESS

JULIA

PONTCHARTRAIN

EXPWAY

58

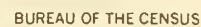
59

0 1000 2000 3000 FEET

Comprising Census Tracts 42, 47, 58 and 59

BUREAU OF THE CENSUS

Standard Metropolitan Statistical Area and
Central Business District
1963



NEW ORLEANS, LA.

City and Major Retail Centers

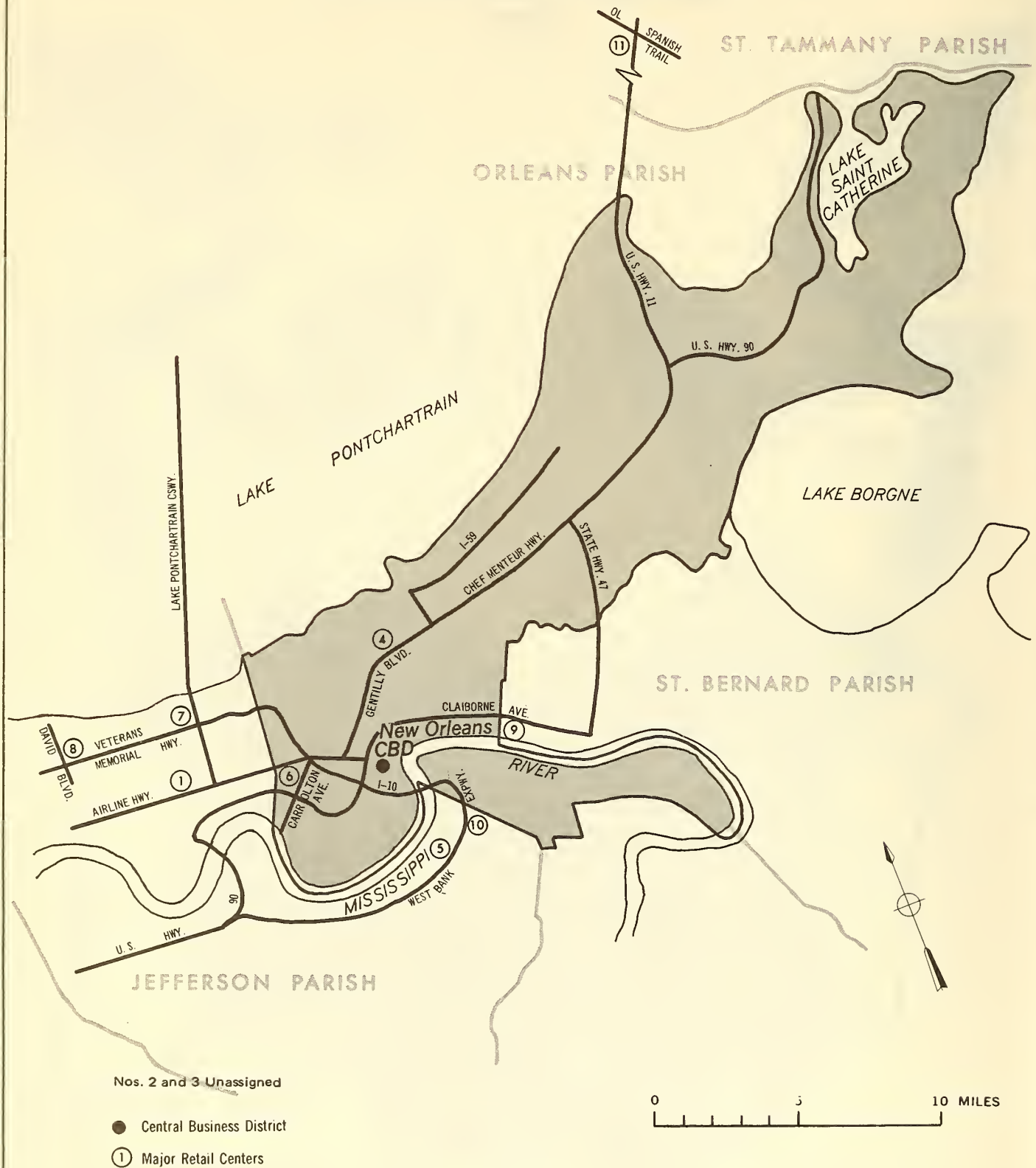


TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	772	298 255	53 951	14 172	846	254 355	42 022
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	7	569	100	21	8	1 186	132
5251	HARDWARE STORES.	3	45	(D)	(D)	1	(D)	(D)
52 EX. 5251	OTHER.	4	524	(D)	(D)	7	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	30	104 743	20 851	5 139	29	90 440	16 479
531	DEPARTMENT STORES.	5	85 301	17 830	4 040	5	75 263	14 021
533	VARIETY STORES	5	12 997	2 237	819	6	11 291	1 985
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	20	6 445	784	280	18	3 886	473
54	FOOD STORES.	43	5 386	534	196	45	3 971	409
55 EX. 554	AUTOMOTIVE DEALERS	22	40 011	4 638	887	16	32 388	3 117
55 PT.(554)	GASOLINE SERVICE STATIONS.	11	1 999	208	66	14	2 025	232
56	APPAREL AND ACCESSORY STORES	130	53 860	9 824	2 648	154	51 591	7 899
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	35	19 900	3 696	956	47	21 730	3 124
562	WOMEN'S READY-TO-WEAR STORES	21	18 414	3 493	879	23	19 618	2 815
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	95	33 960	6 128	1 692	107	29 861	4 775
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	36	11 826	1 916	481	40	10 239	1 529
565	FAMILY CLOTHING STORES ³	7	10 668	2 373	732	10	9 417	1 656
566	SHOE STORES ³	33	10 037	1 585	412	35	7 917	1 192
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	12	1 214	254	67	22	2 288	398
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	34	19 172	3 116	598	38	9 928	2 041
5712	FURNITURE STORES	11	13 387	2 009	364	14	6 370	1 325
OTHER 571	HOME FURNISHINGS STORES.	13	555	94	26	9	439	54
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	10	5 230	1 013	208	15	3 119	662
58	EATING AND DRINKING PLACES	260	32 330	8 498	3 157	276	28 455	6 312
5812	EATING PLACES.	156	24 215	6 508	2 508	170	20 479	4 792
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	104	8 115	1 990	649	106	7 976	1 520
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	13	7 367	1 310	352	14	6 807	1 149
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	222	32 818	4 872	1 108	252	27 564	4 252
592	LIQUOR STORES.	6	1 901	(D)	(D)	7	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	5	2 237	282	42	4	724	109
597	JEWELRY STORES	37	12 318	2 170	483	40	8 920	1 554
5992	FLORISTS	2	(D)	(D)	(D)	3	114	14

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

*Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	4 725	983 293	129 253	35 680	4 212	758 820	96 581
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	158	24 025	3 340	665	141	22 763	3 199
5251	HARDWARE STORES.	79	(D)	905	176	67	4 448	514
52 EX. 5251	OTHER.	79	(D)	2 435	489	74	18 315	2 685
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	115	178 845	29 151	7 422	122	130 705	21 268
531	DEPARTMENT STORES.	10	141 065	23 664	5 559	9	(D)	(D)
533	VARIETY STORES.	36	24 515	3 987	1 349	50	19 806	3 236
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	69	13 265	1 500	514	63	(D)	(D)
54	FOOD STORES.	972	230 626	17 338	4 866	888	168 717	12 251
55 EX. 554	AUTOMOTIVE DEALERS	202	150 339	17 138	2 936	180	129 827	12 539
55 PT. (554)	GASOLINE SERVICE STATIONS.	383	47 208	4 294	1 531	378	39 661	3 728
56	APPAREL AND ACCESSORY STORES	323	83 755	13 605	3 946	313	65 235	10 284
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	102	31 603	5 499	1 523	97	29 354	4 183
562	WOMEN'S READY-TO-WEAR STORES	76	29 532	5 215	1 407	64	26 826	3 812
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	221	52 152	8 106	2 423	216	*35 881	*6 101
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	55	15 456	2 428	637	51	11 734	1 716
565	FAMILY CLOTHING STORES ³	28	16 314	2 889	970	51	(D)	(D)
566	SHOE STORES ³	71	16 586	2 424	713	73	11 309	1 643
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	24	2 323	365	103	41	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	229	58 076	8 915	1 906	187	40 337	6 088
5712	FURNITURE STORES	94	35 137	5 487	1 134	90	26 307	3 940
OTHER 571	HOME FURNISHINGS STORES.	59	4 111	758	203	33	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	76	18 828	2 670	569	64	(D)	(D)
58	EATING AND DRINKING PLACES	440	101 557	20 984	8 663	1 284	78 050	15 436
5812	EATING PLACES.	757	73 612	17 133	7 056	642	54 015	12 332
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	683	27 945	3 851	1 607	642	24 035	3 104
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	176	45 459	6 365	1 744	186	36 016	5 027
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	727	63 403	8 123	2 001	533	47 509	6 761
592	LIQUOR STORES.	69	10 449	783	221	68	9 092	582
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	30	5 478	689	124	22	2 842	323
597	JEWELRY STORES	70	14 523	2 428	552	58	10 085	1 712
5992	FLORISTS	61	4 268	803	224	53	3 615	718

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

†Revised.

*Data includes a negligible number of custom tailors.

†Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

‡1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.

§1967 data limited to "employer" establishments.

¶Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

NEW ORLEANS SMSA—Consists of Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, La.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	7 245	1 518 715	183 463	51 256	5 958	1 076 409	127 735
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	286	44 459	5 865	1 229	254	38 706	5 047
5251	HARDWARE STORES	127	11 640	1 234	258	115	(D)	(D)
52 EX. 5251	OTHER	159	32 819	4 631	971	139	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	211	277 445	40 537	10 724	206	170 021	25 500
531	DEPARTMENT STORES	20	210 070	31 244	7 732	15	126 202	18 849
533	VARIETY STORES	68	43 139	6 772	2 182	89	31 405	5 020
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	123	24 236	2 521	810	102	12 414	1 631
54	FOOD STORES	1 482	405 541	29 465	8 206	1 234	282 794	20 185
55 EX. 554	AUTOMOTIVE DEALERS	368	229 038	25 126	4 450	280	180 248	16 730
55 PT. (554)	GASOLINE SERVICE STATIONS	718	87 755	7 489	2 744	642	63 520	5 835
56	APPAREL AND ACCESSORY STORES	445	107 047	16 426	4 850	410	80 278	12 080
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	146	40 171	6 569	1 910	131	35 201	4 875
562	WOMEN'S READY-TO-WEAR STORES	116	38 022	6 282	1 793	92	32 479	4 476
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	299	66 876	9 857	2 940	279	45 077	7 205
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	69	18 693	2 855	720	58	12 711	1 833
565	FAMILY CLOTHING STORES ³	41	21 388	3 496	1 167	75	13 811	2 759
566	SHOE STORES ³	104	22 307	3 110	934	98	14 616	2 002
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	29	2 643	396	119	48	3 939	611
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	345	79 032	11 288	2 352	255	52 113	7 587
5712	FURNITURE STORES	146	49 644	7 015	1 403	122	34 926	4 947
OTHER 571	HOME FURNISHINGS STORES	82	5 945	962	251	41	3 984	664
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	117	23 443	3 311	698	92	13 203	1 976
58	EATING AND DRINKING PLACES	2 103	144 105	28 636	11 789	1 764	103 009	20 177
5812	EATING PLACES	1 114	106 605	23 836	9 755	910	72 540	16 185
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	989	37 500	4 800	2 034	854	30 469	3 992
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	240	62 127	8 507	2 350	239	47 558	6 635
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	1 047	82 166	10 124	2 562	674	58 162	7 959
592	LIQUOR STORES	99	12 607	872	263	87	10 364	667
595	SPORTING GOODS STORES AND BICYCLE SHOPS	47	7 498	915	162	35	3 416	380
597	JEWELRY STORES	106	17 451	2 925	671	72	11 281	1 837
5992	FLORISTS	84	5 514	1 017	287	68	4 535	852

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

[†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA--Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	17.3	29.6	41.1	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	-52.0	5.5	14.9	0.2	2.4	2.9
5251	HARDWARE STORES	(D)	(D)	(D)	(2)	(D)	0.8
52 EX. 5251	OTHER	(D)	(D)	(D)	0.2	(D)	2.1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	15.8	36.8	63.2	35.1	18.2	18.3
531	DEPARTMENT STORES	13.3	(D)	66.4	28.6	14.3	13.8
533	VARIETY STORES	15.1	23.8	37.4	4.3	2.5	2.9
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	65.8	(D)	95.2	2.2	1.4	1.6
54	FOOD STORES	35.6	36.7	43.4	1.8	23.5	26.7
55 EX. 554	AUTOMOTIVE DEALERS	23.5	15.8	27.1	13.4	15.3	15.1
55 PT.(554)	GASOLINE SERVICE STATIONS	-1.3	19.0	38.1	0.7	4.8	5.8
56	APPAREL AND ACCESSORY STORES	4.4	28.4	33.3	18.1	8.5	7.0
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	-8.4	7.7	14.1	6.8	3.2	2.6
562	WOMEN'S READY-TO-WEAR STORES	-6.1	10.1	17.1	6.2	3.0	2.5
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	13.7	45.3	48.3	11.4	5.3	4.4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	93.1	44.0	51.6	6.4	5.9	5.2
5712	FURNITURE STORES	110.1	33.6	42.1	4.4	3.6	3.3
OTHER 571	HOME FURNISHINGS STORES	26.4	(D)	49.2	0.2	0.4	0.4
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	67.7	(D)	77.5	1.8	1.9	1.5
58	EATING AND DRINKING PLACES	13.6	30.1	39.9	10.8	10.3	9.5
5812	EATING PLACES	18.2	36.3	47.0	8.1	7.5	7.0
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	1.7	16.3	23.1	2.7	2.8	2.5
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	8.2	26.2	30.6	2.5	4.6	4.1
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	19.1	33.4	41.3	11.0	6.5	5.4
592	LIQUOR STORES	(D)	14.9	21.6	0.6	1.1	0.8
595	SPORTING GOODS STORES, BICYCLE SHOPS . . .	209.0	92.8	119.5	0.8	0.6	0.5
597	JEWELRY STORES	38.1	44.0	54.7	4.2	1.5	1.1
5992	FLORISTS	(D)	18.1	21.6	(D)	0.4	0.4

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

T Revised.

Z Less than 0.05 percent.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	30.3	19.6
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	2.4	1.3
5251	HARDWARE STORES	(0)	0.4
52 EX. 5251	OTHER	(0)	1.6
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	58.6	37.8
531	DEPARTMENT STORES	60.5	40.6
533	VARIETY STORES.	53.0	30.1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	48.6	26.6
54	FOOD STORES	2.3	1.3
55 EX. 554	AUTOMOTIVE DEALERS.	26.6	17.5
55 PT.(554)	GASOLINE SERVICE STATIONS	4.2	2.3
56	APPAREL AND ACCESSORY STORES.	64.3	50.3
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	63.0	49.5
562	WOMEN'S READY-TO-WEAR STORES.	62.4	48.4
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	65.1	50.8
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	76.5	63.3
565	FAMILY CLOTHING STORES ³	65.4	49.9
566	SHOE STORES ³	60.5	45.0
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	52.3	45.9
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	33.0	24.3
5712	FURNITURE STORES.	38.1	27.0
OTHER 571	HOME FURNISHINGS STORES	13.5	9.3
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	27.8	22.3
58	EATING AND DRINKING PLACES.	31.8	22.4
5812	EATING PLACES	32.9	22.7
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	29.0	21.6
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	16.2	11.9
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	51.8	39.9
592	LIQUOR STORES	18.2	15.1
595	SPORTING GOODS STORES AND BICYCLE SHOPS	40.8	29.8
597	JEWELRY STORES.	84.8	70.6
5992	FLORISTS.	(0)	(0)

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see description below)		
				No. 1	No. 4	No. 5
	RETAIL STORES, TOTAL: ¹					
	NUMBER.	7 245	772	29	47	48
	SALES \$1,000. .	1 518 715	298 255	33 173	54 447	31 531
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER.	3 825	316	8	16	19
	SALES \$1,000. .	611 773	45 083	(D)	6 065	8 071
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²					
	NUMBER.	1 001	194	12	18	16
	SALES \$1,000. .	463 524	177 775	11 192	36 498	21 033
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER.	2 419	262	9	13	13
	SALES \$1,000. .	443 418	75 397	(D)	11 884	2 427
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL ¹	7 245	772	29	47	48
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	286	7	-	-	2
5251	HARDWARE STORES	127	3	-	-	-
52 EX. 5251	OTHER	159	4	-	-	2
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	211	30	3	5	5
531	DEPARTMENT STORES	20	5	1	2	2
533	VARIETY STORES	68	5	1	2	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	123	20	1	1	2
54	FOOD STORES	1 482	43	3	3	8
55 EX. 554	AUTOMOTIVE DEALERS	368	22	1	4	4
55 PT. (554)	GASOLINE SERVICE STATIONS	718	11	3	5	4
56	APPAREL AND ACCESSORY STORES	445	130	7	9	8
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	146	35	2	3	2
562	WOMEN'S READY-TO-WEAR STORES	116	21	2	2	2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	299	95	5	6	6
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	345	34	2	4	3
5712	FURNITURE STORES	146	11	1	2	2
OTHER 571	HOME FURNISHING STORES	82	13	1	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	117	10	-	2	1
58	EATING AND DRINKING PLACES	2 103	260	5	12	9
5812	EATING PLACES	1 114	156	4	9	7
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	989	104	1	3	2
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	240	13	-	1	2
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	1 047	222	5	4	3
592	LIQUOR STORES	99	6	-	1	-
595	SPORTING GOODS STORES, BICYCLE SHOPS	47	5	-	1	-
597	JEWELRY STORES	106	37	2	2	1
5992	FLORISTS	84	2	-	-	-

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^rRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the planned center known as "Crescent Airline" and establishments on north side of Airline Highway from Maple Ridge Drive to Gruner Road. (Jefferson Parish)

MRC No. 4 Includes the planned center known as "Gentilly Woods Shopping Center" and establishments on Chef Menteur Hwy. from Seminary Pl. to Congress Dr. (New Orleans, La.)

MRC No. 5 Includes the planned center known as "West Side Shopping Center" and establishments on West Bank Expressway from Stumpf Blvd. to Willow Drive, on Franklin St. from West Bank Expressway to Stumpf Blvd., and the area bounded by Gretna Blvd., Smithway, Willow Drive, West Bank Expressway and Stumpf Blvd. (Gretna)

TABLE 6. Major Retail Centers in the SMSA: 1967--Continued

SIC code	Kind of business	Major retail centers--Continued (see descriptions below)				
		No. 6	No. 7	No. 8	No. 9	No. 10
	RETAIL STORES, TOTAL: ¹					
	NUMBER.	38	52	12	16	35
	SALES \$1,000. .	28 096	49 130	15 268	10 854	32 360
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER.	11	8	7	7	7
	SALES \$1,000. .	9 081	3 888	4 416	7 029	3 579
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²					
	NUMBER.	18	23	3	2	23
	SALES \$1,000. .	13 641	29 939	(D)	(D)	28 179
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER.	9	21	2	7	5
	SALES \$1,000. .	5 374	15 303	(D)	(D)	602
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL ¹	38	52	12	16	35
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP-					
	MENT DEALERS	-	1	-	-	-
5251	HARDWARE STORES	-	-	-	-	-
52 EX. 5251	OTHER	-	1	-	-	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	5	6	2	2	3
531	DEPARTMENT STORES	1	2	1	1	2
533	VARIETY STORES.	2	2	1	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	2	2	-	-	-
54	FOOD STORES	5	1	2	3	4
55 EX. 554	AUTOMOTIVE DEALERS.	3	7	-	3	1
55 PT. (554)	GASOLINE SERVICE STATIONS	1	2	2	3	-
56	APPAREL AND ACCESSORY STORES.	10	14	1	-	16
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES,					
	FURRIERS	3	6	-	-	8
562	WOMEN'S READY-TO-WEAR STORES.	3	4	-	-	7
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	7	8	1	-	8
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT					
	STORES	3	3	-	-	4
5712	FURNITURE STORES.	-	-	-	-	1
OTHER 571	HOME FURNISHING STORES.	2	-	-	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC					
	STORES	1	3	-	-	3
58	EATING AND DRINKING PLACES.	5	6	3	3	2
5812	EATING PLACES	4	5	2	2	2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	1	1	1	1	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	1	1	2	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	5	11	-	1	4
592	LIQUOR STORES	-	-	-	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	1	-	-	-	-
597	JEWELRY STORES.	2	3	-	-	2
5992	FLORISTS.	-	-	-	1	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 6 Includes the planned center known as "Carrollton Shopping Center" and establishments in the area bounded by: I.C.R.R., east side of S. Carrollton Ave., Edinburg, Dublin, Palmetto, and Cambronne (New Orleans City)

MRC No. 7 Includes the planned center known as "Lakeside Shopping Center" and establishments on Veterans Memorial Hwy. from Causeway Blvd. to Endenborn Ave. (Jefferson Parish)

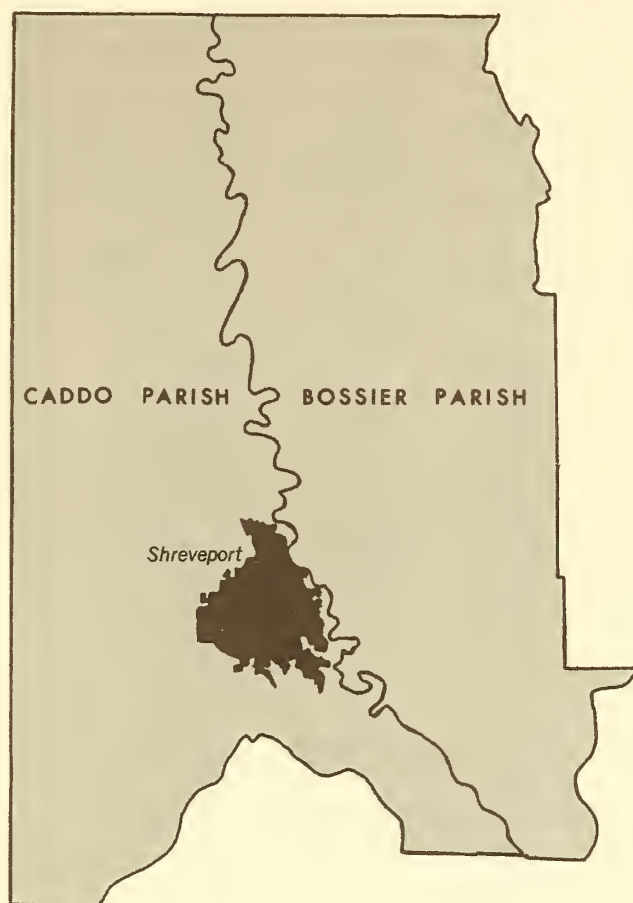
MRC No. 8 Includes the planned center known as "Barlow Plaza" and establishments along Veterans Memorial Hwy. from David Dr. to Donns Blvd. (Jefferson Parish)

MRC No. 9 Includes establishments on St. Bernard Hwy. (St. Claude Ave.) from Center St. to unnamed road. (St. Bernard Parish)

MRC No. 10 Includes the planned center known as "Oakwood Shopping Center" and establishments on south side of West Bank Expressway from Holmes Blvd. to Whitney Ave. (Jefferson Parish)

SHREVEPORT, LA.

Standard Metropolitan Statistical Area
and Central Business District

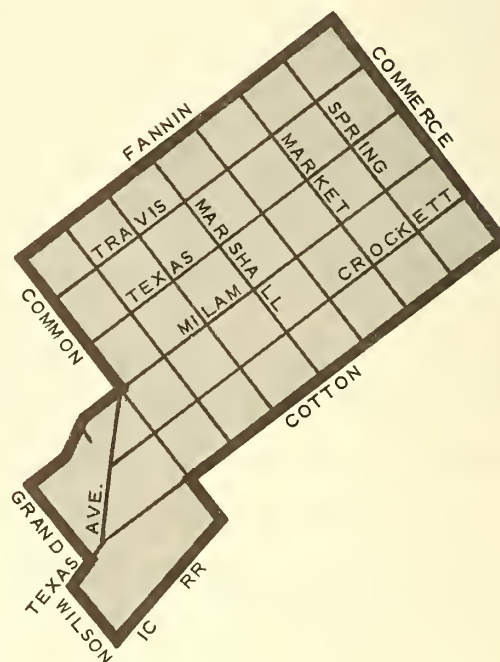


0 10 20 30 MILES



Comprising Census Tract 201

0 1000 2000 3000 FEET



City and Major Retail Centers

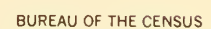


TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	194	61 969	9 429	2 429	244	66 214	9 591
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	5	1 525	256	40	8	1 803	297
5251	HARDWARE STORES.	2	(D)	(D)	(D)	3	(D)	(D)
52 EX. 5251	OTHER.	3	(D)	(D)	(D)	5	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	7	8 392	1 329	410	12	10 170	1 513
531	DEPARTMENT STORES.	3	6 265	919	260	2	(D)	(D)
533	VARIETY STORES.	3	(D)	(D)	(D)	3	2 772	372
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	1	(D)	(D)	(D)	7	(D)	(D)
54	FOOD STORES.	6	(D)	(D)	(D)	9	1 230	88
55 EX. 554	AUTOMOTIVE DEALERS	11	16 112	1 701	338	11	18 885	1 814
55 PT. (554)	GASOLINE SERVICE STATIONS.	7	276	34	13	10	522	54
56	APPAREL AND ACCESSORY STORES	49	17 064	3 101	815	61	16 377	2 875
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	15	3 827	663	194	24	5 235	896
562	WOMEN'S READY-TO-WEAR STORES	8	3 291	582	165	16	4 721	802
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	34	13 237	2 438	621	37	11 142	1 979
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	10	2 113	388	71	10	(D)	(D)
565	FAMILY CLOTHING STORES ³	11	(D)	(D)	(D)	11	7 121	1 293
566	SHOE STORES ³	11	1 566	187	78	14	1 838	316
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	1	(D)	(D)	(D)	2	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	23	8 313	1 528	295	23	7 308	1 273
5712	FURNITURE STORES	11	4 648	1 001	189	14	4 076	919
OTHER 571	HOME FURNISHINGS STORES.	1	(D)	(D)	(D)	-	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	11	(D)	(D)	(D)	9	3 232	354
58	EATING AND DRINKING PLACES	30	1 849	422	224	47	3 136	713
5812	EATING PLACES.	22	1 654	388	203	41	2 837	672
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	8	195	34	21	6	299	41
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	4	(D)	(D)	(D)	5	1 719	224
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	52	5 372	742	193	58	5 064	740
592	LIQUOR STORES.	6	486	38	15	5	358	25
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	3	(D)	(D)	(D)	4	543	70
597	JEWELRY STORES	10	1 689	292	66	11	1 451	268
5992	FLORISTS	4	293	49	16	3	248	65

Standard Notes: - Represents zero.

B Withheld to avoid disclosure.

NA Not available.

Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	1 553	338 192	39 486	10 673	1 355	254 503	30 452
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	57	16 587	1 850	368	61	13 934	2 136
5251	HARDWARE STORES.	14	(D)	(D)	(D)	15	1 388	187
52 EX. 5251	OTHER.	43	(D)	(D)	(D)	46	12 546	1 949
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	52	53 146	7 754	2 013	50	33 850	4 810
531	DEPARTMENT STORES.	9	(D)	(D)	(D)	6	27 231	3 718
533	VARIETY STORES.	20	(D)	(D)	(D)	19	3 936	645
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	23	8 187	1 076	283	25	2 683	447
54	FOOD STORES.	286	72 891	5 090	1 435	257	55 574	4 161
55 EX. 554	AUTOMOTIVE DEALERS	99	72 691	6 973	1 292	74	55 032	5 209
55 PT.(554)	GASOLINE SERVICE STATIONS.	231	20 648	1 818	713	197	17 076	1 649
56	APPAREL AND ACCESSORY STORES	125	27 782	4 594	1 257	148	24 974	3 930
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	60	(D)	(D)	(D)	69	10 223	1 517
562	WOMEN'S READY-TO-WEAR STORES	47	10 004	1 608	462	46	7 370	1 143
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	65	(D)	(D)	(D)	79	14 751	2 413
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	14	(D)	(D)	75	19	2 805	463
565	FAMILY CLOTHING STORES ³	14	11 009	2 013	523	20	8 875	1 469
566	SHOE STORES ³	28	(D)	(D)	(D)	32	2 644	424
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	4	(D)	(D)	(D)	8	427	57
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	110	23 938	3 774	753	96	16 190	2 682
5712	FURNITURE STORES	45	12 745	2 312	425	43	9 189	1 822
OTHER 571	HOME FURNISHINGS STORES.	14	1 889	(D)	(D)	16	1 437	243
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	51	9 304	(D)	(D)	37	5 564	617
58	EATING AND DRINKING PLACES	241	17 691	3 700	1 749	194	12 004	2 484
5812	EATING PLACES.	183	16 057	3 488	1 609	149	10 278	2 253
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	58	1 634	212	140	45	1 726	231
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	60	12 062	1 803	521	55	9 366	1 384
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	292	20 756	2 130	572	223	16 503	2 007
592	LIQUOR STORES.	52	6 210	383	90	51	5 162	318
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	18	1 701	(D)	(D)	13	1 244	168
597	JEWELRY STORES	25	2 610	(D)	(D)	18	1 913	346
5992	FLORISTS	34	1 498	173	68	25	925	169

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

SHREVEPORT SMSA—Consists of Bossier and Caddo Parishes, La.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	2 339	426 340	46 985	13 147	1 993	325 778	37 126
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	82	22 454	2 621	527	86	19 245	2 782
5251	HARDWARE STORES.	21	1 734	(D)	(D)	21	2 183	288
52 EX. 5251	OTHER.	61	20 720	(D)	(D)	65	17 062	2 494
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	89	62 287	8 872	2 364	89	39 871	5 452
531	DEPARTMENT STORES.	11	43 626	6 276	1 591	6	27 231	3 718
533	VARIETY STORES	31	6 372	1 123	362	30	6 683	967
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	47	12 289	1 473	411	53	5 957	767
54	FOOD STORES.	490	95 089	6 301	1 774	425	76 370	5 431
55 EX. 554	AUTOMOTIVE DEALERS	159	93 317	8 301	1 599	124	70 102	6 409
55 PT.(554)	GASOLINE SERVICE STATIONS.	354	30 392	2 591	1 024	292	24 302	2 331
56	APPAREL AND ACCESSORY STORES	152	29 288	4 730	1 310	174	27 168	4 187
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	72	11 641	1 801	524	81	10 817	1 601
562	WOMEN'S READY-TO-WEAR STORES	54	10 368	(D)	(D)	54	7 801	1 198
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	80	17 647	2 929	786	93	16 351	2 586
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	16	2 341	409	81	21	2 978	482
565	FAMILY CLOTHING STORES ³	18	11 286	2 053	537	27	9 929	1 577
566	SHOE STORES ³	29	2 864	363	128	36	2 991	465
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	6	764	104	40	9	453	62
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	138	26 324	3 983	798	120	18 150	2 921
5712	FURNITURE STORES	57	13 809	2 416	447	56	9 976	1 937
OTHER 571	HOME FURNISHINGS STORES.	17	1 951	290	68	17	1 450	246
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	64	10 564	1 277	283	47	6 724	738
58	EATING AND DRINKING PLACES	400	25 117	4 827	2 428	303	16 130	3 384
5812	EATING PLACES.	291	21 081	4 378	2 161	221	13 598	2 938
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES).	109	4 036	449	267	82	3 132	446
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	82	14 259	2 104	604	76	11 728	1 772
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	393	27 813	2 655	719	304	22 112	2 457
592	LIQUOR STORES.	77	9 264	529	134	78	7 236	456
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	23	1 843	206	54	16	1 315	179
597	JEWELRY STORES	29	2 692	462	105	22	2 004	357
5992	FLORISTS	45	1 868	211	88	30	1 013	182

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^RRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA--Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	-6.4	32.9	30.9	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	-15.4	19.0	16.7	2.5	4.9	5.3
5251	HARDWARE STORES	(D)	(D)	-20.6	(D)	(D)	0.4
52 EX. 5251	OTHER	-14.1	(D)	21.4	(D)	(D)	4.9
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	-17.5	57.0	56.2	13.5	15.7	14.6
531	DEPARTMENT STORES	(D)	(D)	60.2	10.1	(D)	10.2
533	VARIETY STORES	(D)	(D)	-4.7	(D)	(D)	1.5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	(D)	205.1	106.3	(D)	2.4	2.9
54	FOOD STORES	(D)	31.2	24.5	(D)	21.6	22.3
55 EX. 554	AUTOMOTIVE DEALERS	-14.7	32.1	33.1	26.0	21.5	21.9
55 PT.(554)	GASOLINE SERVICE STATIONS	-47.1	20.9	25.0	0.4	6.1	7.1
56	APPAREL AND ACCESSORY STORES	4.2	11.2	7.8	27.5	8.2	6.9
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	-26.9	(D)	7.6	6.2	(D)	2.8
562	WOMEN'S READY-TO-WEAR STORES	-30.3	35.7	32.9	5.3	3.0	2.4
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	18.8	(D)	7.9	21.3	(D)	4.1
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	13.8	47.8	45.0	13.4	7.1	6.2
5712	FURNITURE STORES	14.0	38.7	38.4	7.5	3.8	3.2
OTHER 571	HOME FURNISHINGS STORES	(D)	31.4	34.5	(D)	0.5	0.5
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	(D)	67.2	57.1	(D)	2.8	2.5
58	EATING AND DRINKING PLACES	-41.0	47.4	50.1	3.0	5.2	5.9
5812	EATING PLACES	-41.7	56.2	55.0	2.7	4.7	4.9
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	-34.8	-5.3	28.9	0.3	0.5	1.0
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	(D)	28.8	21.6	(D)	3.6	3.3
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	6.1	25.8	25.8	8.7	6.1	6.5
592	LIQUOR STORES	35.8	20.3	28.0	0.8	1.8	2.2
595	SPORTING GOODS STORES, BICYCLE SHOPS	(D)	36.7	40.1	(D)	0.5	0.4
597	JEWELRY STORES	16.4	36.4	34.3	2.7	0.8	0.6
5992	FLORISTS	18.1	61.9	84.4	0.5	0.4	0.4

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	18.3	14.5
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	9.2	6.8
5251	HARDWARE STORES	(D)	(D)
52 EX. 5251	OTHER	8.8	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	15.8	13.5
531	DEPARTMENT STORES	(D)	14.4
533	VARIETY STORES.	35.2	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	(D)	(D)
54	FOOD STORES	(D)	(D)
55 EX. 554	AUTOMOTIVE DEALERS.	22.2	17.3
55 PT.(554)	GASOLINE SERVICE STATIONS	1.3	0.9
56	APPAREL AND ACCESSORY STORES.	61.4	58.3
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	(D)	32.9
562	WOMEN'S READY-TO-WEAR STORES.	32.9	31.7
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	(D)	75.0
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	(D)	90.3
565	FAMILY CLOTHING STORES ³	(D)	(D)
566	SHOE STORES ³	(D)	54.7
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	34.7	31.6
5712	FURNITURE STORES.	36.5	33.7
OTHER 571	HOME FURNISHINGS STORES	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	(D)	(D)
58	EATING AND DRINKING PLACES.	10.5	7.4
5812	EATING PLACES	10.3	7.8
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	11.9	4.8
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	(D)	(D)
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	25.9	19.3
592	LIQUOR STORES	7.8	5.2
595	SPORTING GOODS STORES AND BICYCLE SHOPS	(D)	(D)
597	JEWELRY STORES.	64.7	62.7
5992	FLORISTS.	19.6	15.7

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^TRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)
				No. 1
	RETAIL STORES, TOTAL: ¹			
	NUMBER.	2 339	194	42
	SALES \$1,000. .	426 340	61 969	20 591
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER.	972	40	6
	SALES \$1,000. .	134 465	4 915	3 527
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER.	379	79	20
	SALES \$1,000. .	117 899	33 769	15 398
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER.	988	75	16
	SALES \$1,000. .	173 976	23 285	1 666
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	2 339	194	42
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS.	82	5	1
5251	HARDWARE STORES	21	2	1
52 EX. 5251	OTHER	61	3	-
53 PART	GENERAL MERCHANDISE GROUP STORES ³	89	7	4
531	DEPARTMENT STORES	11	3	2
533	VARIETY STORES.	31	3	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	47	1	-
54	FOOD STORES	490	6	1
55 EX. 554	AUTOMOTIVE DEALERS.	159	11	1
55 PT. (554)	GASOLINE SERVICE STATIONS	354	7	2
56	APPAREL AND ACCESSORY STORES.	152	49	11
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . .	72	15	7
562	WOMEN'S READY-TO-WEAR STORES.	54	8	7
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	80	34	4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES .	138	23	5
5712	FURNITURE STORES.	57	11	-
OTHER 571	HOME FURNISHING STORES.	17	1	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES. . .	64	11	5
58	EATING AND DRINKING PLACES.	400	30	4
5812	EATING PLACES	291	22	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	109	8	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	82	4	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	393	52	12
592	LIQUOR STORES	77	6	1
595	SPORTING GOODS STORES, BICYCLE SHOPS.	23	3	-
597	JEWELRY STORES.	29	10	2
5992	FLORISTS.	45	4	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes planned center known as "Shreve City" on Shreveport-Barksdale Hwy. from Knight St. to the Red River. (Shreveport)

Tract C-14

Appendix

GENERAL EXPLANATION

CENSUS COVERAGE

Method of Coverage—Effective with the 1967 Census of Business, a major shift in the method of compiling data was introduced. In the 1954, 1958, and 1963 Censuses data for all "employer" establishments (those which had some paid employment during the census year) were obtained through a mail canvass. Information for "nonemployers" was obtained from Federal income tax records.

In the 1967 Census of Business, retail firms were divided into two categories—the "mail universe" and the "nonmail" universe. The coverage of each component and the method of obtaining census information for these two groups are described below.

1. The "nonmail" universe—This group consists of firms which were not required to file a regular census return and includes the following categories:

a. All "nonemployers"—Consists of all firms with no paid employment during 1967. Sales information for these firms was obtained from 1967 Federal income tax records. Although made up of a large number of firms, the nonemployer segment accounts for only about 5 percent of total retail sales. (See "Comparison of the 1963 Census With the 1967 Census," item 4, on the next page.)

In the 1967 Census, data for all nonemployer establishments were compiled from tax records. In the 1963 Census, data were compiled from only one-half of the nonemployer tax returns and were multiplied by 2 to establish census totals.

The census included only those retail nonemployer firms which reported as a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. This treatment is the same as in the 1963 Census.

b. Selected "small employers"—"Employers" consist of all business firms in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" consist basically of all those single unit firms with payroll below a specified cutoff (except for a 10-percent sample of these which were included in the "mail" universe). The cutoff varied by kind of business and was designed, in most cases, to limit the "nonmail" group to establishments which would account for approximately 20 percent of total sales in each kind of business. The "number-of-employee" equivalent of the payroll cutoff generally was in the range of one to three employees.

Data on sales, payroll, and employment for "under cutoff" employer firms were obtained from the administrative records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA).

2. The "mail" universe—Information for firms in this group was obtained basically by means of a mail canvass. However, information on first quarter payroll and mid-March employment for single-unit employers (section b below) was obtained from IRS and SSA records. The "mail" universe includes the following categories:

a. Firms in the census prec canvass—The census prec canvass operation was basically designed to identify firms which operated units at more than one location.

Firms which were included in the prec canvass were drawn primarily from 1963 Census records of multiunit firms and large employers. Miscellaneous categories of organizations (e.g., cooperative associations; State, county, and municipal liquor stores; and retail stores of utility companies) were also included in the prec canvass.

b. Firms not in the census prec canvass—Other firms included in the "mail" universe consist of the following categories:

- (1) The 10 percent of "small employer" firms referred to in section 1-b above.
- (2) Other employers than those covered by section 1-b or 2-a above.

Comparison of the 1963 Census with the 1967 Census—Except for the method of coverage described above, the 1963 and 1967 censuses were conducted under similar conditions and procedures. Strict comparability of the data for the two censuses is limited by the following factors:

1. Classification—For both 1963 and 1967, nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. However, the 1967 classifications for "nonemployer" firms were coded in less detail than in 1963. Therefore, 1967 data for the combination of "employer" and "nonemployer" establishments are presented in less kind-of-business detail than was the case in 1963. Data for employer establishments, however, are shown in full detail.

For 1963, nonemployer firms were classified by IRS personnel with technical assistance of Census Bureau personnel. For 1967, classification of these firms was performed by personnel of the IRS through use of a coded listing of the kinds of business which were to be separately identified. While the technique of classification was substantially the same and was based on the firm's description of its principal business activity, greater use was made in 1967 of "basket" classifications (e.g., miscellaneous food stores).

The 1967 Census classification for the small employer firms (see coverage of employers above) which were not mailed the Census report form was based on the following:

a. If the firm had been in business in 1963, the kind-of-business classification which had been assigned in that census was used.

b. If the firm was a "birth" since 1963, the SSA classification was used if it corresponded to a census classification.

c. If an adequate kind-of-business classification could not be assigned under the procedure outlined in a. and b. above, the firm was mailed a brief inquiry requesting information needed to assign such a classification.

d. If these three procedures proved inadequate, the firm's description of its principal business activity as entered on its IRS business tax return was used.

The 1967 Census classification for establishments in the mail universe (section 2 above) was assigned on the basis of answers to questions on sales by merchandise lines and other special inquiries.

In addition to differences in classification based on the method of enumeration, some changes were made in the 1967 Census in the individual kind-of-business classifications which are detailed in the "Kind-of-Business Classifications" section below. The kinds of business involving significant changes are building materials dealers, optical goods stores, and refreshment places. These changes importantly limit the comparability of the 1967 Census data for these kinds of business with those for the previous census.

2. Areas—The physical area of a number of urban places for which data are shown in the 1967 Census is not the same as it was in the 1963 Census because of annexations and other boundary changes which occurred since 1963.

3. Active proprietors—In the 1963 Census, the number of active proprietors of unincorporated businesses was computed by crediting sole proprietorships with one proprietor and partnerships with two

proprietors for each establishment in business during the week of November 15. In this report, the count of active proprietors is based on crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors for the following types of firms, including multiunit firms:

- a. All "employer" firms which had a first quarter 1967 payroll.
- b. All "nonemployer" firms in business the full year.
- c. Every second "nonemployer" firm not in business the full year.

4. Coverage of nonemployers—Although a comparison of data for nonemployer firms from the 1963 and 1967 Censuses seems to indicate that there was an increase in the number of such firms and that they accounted for approximately as large a proportion of total retail sales volume in 1967 as in 1963, these conclusions are subject to the following limitations:

The combination of (1) the census processing cutoff occurring before the completion of the flow of tax forms from which the census nonemployer data were derived and (2) other processing omissions is estimated to have led to a loss of about 50,000 nonemployer firms, accounting for about one-half of 1 percent of retail sales volume in 1963. This estimate, which is based on a study of a sample of tax forms made after the 1963 Census results were compiled, reflects a more substantial census omission than previously had been estimated. Because of a later processing date for the 1967 Census, omissions from this census are believed negligible. Both censuses probably omitted a small number of nonemployers (accounting for a negligible sales volume) because the tax form kind-of-business description was inadequate to indicate they conducted an in-scope kind of business.

As noted in section 1-a under "Method of Coverage" above, only those retail nonemployer establishments were included in the census which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. While these are the same rules used in the 1963 Census, a modification to reflect price changes probably would have resulted in the exclusion of several thousand additional marginal firms.

5. Payroll—In 1963 the inclusion in payroll of gratuities received by employees from patrons was not requested. In 1967, both in the case of payroll reported to the Internal Revenue Service and payrolls reported to the Census Bureau, businesses were requested to include in payroll the amount of tips and gratuities which were reported to employers as received by employees from patrons.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the "company" or "enterprise" which may consist of one or more establishments. Census of Business figures represent a summary of reports for individual establishments rather than companies. For businesses which were mailed a census form, separate information was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the Standard Industrial Classification (SIC) Manual¹ for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the census.

In the case of leased departments (separately owned businesses operated as departments of a retail business under another ownership such as a separately owned shoe department in a department store),

only a single establishment combining leased departments with the retail establishment in which they are located is recognized for 1967 Census purposes.

Sales—Sales include merchandise sold and receipts from repairs and from other services to customers whether or not payment was received in 1967. Sales are net of deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year. Data for nonemployer establishments are included in the tables if they operated at an annual sales volume rate of \$2,500 or more; however, data for part year nonemployers have not been projected to a full year's operation.

Payroll, entire year—Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons which are reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include compensation of proprietors or of partners. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for purposes of reporting on Form 941.

Paid employees for the pay period including March 12, 1967—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1967. Included are employees on paid sick leave, paid holidays, and paid vacations. Proprietors and partners of unincorporated businesses are not included. The definition of paid employees is the same as used in reporting on IRS Form 941.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1967 edition of the SIC Manual, includes establishments primarily engaged in selling merchandise to customers for personal, household, or farm use. Some of the important characteristics of retail trade establishments are: (1) The establishment is engaged in activities to attract the general public to buy; (2) the establishment buys or receives merchandise as well as sells; (3) the establishment may process its products, but such processing is incidental or subordinate to selling; and (4) the establishment is considered "retail" by the trade.

In this report, liquor stores operated by State and local governments, classified in SIC major groups 92 and 93, are also included.

Excluded from retail trade are places of business operated by institutions and open only to members or personnel, such as school cafeterias, restaurants and bars operated by clubs, eating places operated by industrial and commercial enterprises for their own employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

As noted in the introduction, this report does not include data for nonstore retailers (part of SIC major group 53).

Establishments covered by the census were assigned a kind-of-business classification in accordance with the provisions of the 1967 edition of the SIC Manual. However, because in some instances a more detailed classification is required for census purposes than is available in the SIC

¹ Executive Office of the President, Bureau of the Budget, Standard Industrial Classification Manual, 1967.

Manual, additional kinds of business have been identified within the SIC categories.

It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts or some mixture of commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities or lines of merchandise are characteristic of different kinds of business will be available in the Census of Business report, Merchandise Line Sales, Series BC67—MLS.)

The basis for kind-of-business classification is described above in the sections under "Method of Coverage" and "Comparison of the 1963 Census With the 1967 Census—Classification." Descriptions of those kinds of business for which data are provided follow.

BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS (SIC Major Group 52)

This major group includes establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other equipment and supplies for all types of construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public. Establishments in this group which do not deal in lumber or millwork are classified as retail trade if sales to the general public equal 15 percent or more of total sales and sales to the general public and contractors combined equal 50 percent or more of total sales; otherwise they are classified as wholesale trade.

Establishments which deal in lumber as well as other building materials, whose reported sales of lumber and millwork are 1 percent or more of their total sales and whose sales to the general public amounted to 1 percent or more of total sales, are classified as retail if their sales to the general public and to contractors combined equal 50 percent or more of total sales. In 1963, establishments dealing in lumber and other building materials were classified as "wholesale" if less than 15 percent of their total sales were to the general public.

Hardware stores (SIC 5251)—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint, glass, housewares, household appliances, cutlery, and roofing materials.

GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53, Except "Nonstore Retailers")

This group includes all establishments within SIC major group 53, "General Merchandise," except for "nonstore" establishments (SIC 532, 534, and 535), which for purposes of this publication are separately classified. (See "Nonstore Retailers" below.) This major group includes establishments which sell several lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

For establishments classified as department stores in 1963, sales of any one of the above merchandise lines cannot exceed 85 percent of

total sales; for establishments included in classifications other than department stores in 1963, sales of any one of these lines cannot exceed 75 percent of total sales; for all other establishments to qualify as department stores, sales of each of the lines listed above must be less than 80 percent of total sales.

An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines described above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily selling a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of stores in this category is primarily based on self-designation by the store operators. In the 1963 Census of Business this industry was titled "limited price variety stores."

FOOD STORES (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58) and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores" (SIC 592).

AUTOMOTIVE DEALERS (SIC Major Group 55, Except 554)

This group includes establishments which sell new and used automobiles and new parts and accessories, aircraft and marine dealers, and mobile home dealers. Establishments dealing exclusively in used parts are classified in SIC 5933, "Secondhand stores," Automotive distributors whose sales are primarily to dealers, and establishments primarily engaged in selling trucks and motorized industrial equipment are included in the Wholesale Trade portion of the Census of Business.

GASOLINE SERVICE STATIONS (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from sale of gasoline and oil are included.

APPAREL AND ACCESSORY STORES (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are establishments which meet the criteria for department stores (SIC 531) or general merchandise stores (part of SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Women's clothing, specialty stores; furriers (SIC 562, 563, and 568)—Comprises the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of total sales, (2) sales

of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Women's accessory and specialty stores (SIC 563)—Establishments primarily selling a specialized line of women's and girls' apparel items (such as sportswear, beachwear, blouses, and hosiery) and women's accessories and specialties, such as millinery (ready to wear and custom made), foundation garments, lingerie, gloves, and handbags. Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 565) under conditions specified in the definition for that kind of business.

Furriers and fur shops (SIC 568)—Establishments primarily selling furs and fur garments. Establishments primarily engaged in selling fur garments made on their own premises to individual order are also included.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling any one line or a combination of the lines of men's, women's, and children's footwear.

Apparel and accessory stores, n.e.c. (SIC 564, 567, and 569)—Comprises the following industries:

Children's and infants' wear stores (SIC 564)—Establishments primarily selling children's and infants' clothing, furnishings, and accessories.

Custom tailors (SIC 567)—Establishments primarily selling men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc., made on their own premises to customer order. Establishments primarily selling furs and fur apparel are classified as "Furriers and fur shops" (SIC 568).

Miscellaneous apparel and accessory stores (SIC 569)—Establishments primarily selling specialized lines of apparel and accessories not elsewhere classified.

FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware,

domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. (Establishments selling household appliances, record players, and radio and TV sets, are also included if receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.)

Home furnishings stores (SIC 571, except 5712)—Establishments primarily selling floor coverings; curtains, draperies, and upholstery materials; china, glassware, and metalware; lamps and lampshades; blinds and window shades; picture frames and mirrors; etc.

Household appliance, radio-TV, music stores (SIC 572 and 573)—Comprises the following industries:

Household appliance stores (SIC 572)—Establishments primarily selling electric and gas household appliances such as washers, dryers, refrigerators, stoves, freezers, vacuum cleaners, electric irons, percolators, hot plates, dehumidifiers, self-contained room air conditioners, and other household appliances. Some public utility companies operate establishments primarily engaged in the sale of electric and gas appliances for household use. Such establishments are also included in this classification. Also included are establishments selling furniture, sleep equipment, phonographs, radio and TV sets, provided the receipts from the sales of household appliances exceed those of other merchandise.

Radio and television stores (SIC 5732)—Establishments primarily selling radios, television sets, record players, tape recorders, and other sound reproducing equipment. Installation may be performed incidental to the sale of these items.

Establishments which also sell furniture, sleep equipment, and household appliances are included provided the receipts from sales of radios, television sets, phonographs, and tape recorders exceed those of other merchandise. Radio and television repair shops are classified in SIC 7622 and are included in the Selected Services portion of the Census of Business.

Record shops (part of SIC 5733)—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

Musical instrument stores (part of SIC 5733)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily selling prepared foods and drinks for consumption on or near the premises; and lunch counters and refreshment stands selling prepared foods and drinks for immediate or "take-home" consumption. Also included are caterers who sell prepared foods which are served elsewhere than at their place of business and in-plant food contractors. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here. Candy and popcorn stands located in theaters are, however, included in SIC 54 as "Food Stores."

Eating places (SIC 5812)—Comprises the following industries:

Restaurants, lunchrooms, caterers—Establishments primarily selling prepared food and drink for consumption either on the premises or at a place designated by the customer. Establishments calling themselves caterers but not selling prepared foods as part of their business activity are not included in this category.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods

and nonalcoholic beverages are classified as "Drinking places" (SIC 5813). Counter or table service may be provided at establishments calling themselves restaurants or lunchrooms.

Cafeterias—Establishments primarily selling prepared foods and drinks for consumption on the premises. In these establishments the customers serve themselves.

Refreshment places—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as frozen custard, pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

In the 1963 Census of Business, ice cream, frozen custard, soft ice cream, and similar refreshment items sold from trucks were included in this classification. In the 1967 Census of Business, these establishments are classified as "Direct selling (house-to-house canvass) establishments" (SIC 5351) in the "Nonstore Retailers" group and are not included in this series of reports.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from sales of alcoholic beverages exceed receipts from sales of food.

DRUG STORES AND PROPRIETARY STORES (SIC 591)

Drug stores (part of SIC 591)—Establishments selling prescriptions, proprietary drugs, patent medicines, and other health and first-aid products. Usually these establishments also sell a variety of other merchandise such as cosmetics, toiletries, candy, tobacco products, magazines, and toys.

MISCELLANEOUS RETAIL STORES (SIC Major Group 59, Except 591)

This major group includes retail stores not elsewhere classified. In the 1963 Census of Business this group was called "Other retail stores."

Liquor stores (SIC 592), also government-operated liquor stores (part of major groups 92 and 93)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Sporting goods stores; bicycle shops (SIC 595)—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and

other sports; and gymnasium and playground equipment. Also, establishments primarily selling bicycle and bicycle parts and accessories.

Jewelry stores (SIC 597)—Establishments primarily selling any combination of the lines of jewelry such as diamonds and other precious stones mounted in precious metals as rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992)—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business unless receipts are primarily from sales of products not grown on the premises.

In addition to the kinds of business described above, for which data are shown separately in this report, this group includes other retail stores, such as antique and secondhand stores; hay, grain, feed, and other farm supply stores; garden supply stores; coal, wood, ice, fuel oil, and liquefied petroleum gas dealers; cigar stores, stands; newsdealers, newsstands; gift, novelty, souvenir shops; optical goods stores; type-writer stores; luggage, leather goods stores; hobby, toy, game shops; religious goods stores; pet shops; and other establishments selling specialized lines of merchandise, such as collectors' items and supplies, artists' supplies, and other lines not elsewhere classified. Although data for these establishments are not shown separately, they are included in the group total.

NONSTORE RETAILERS (Part of SIC Major Group 53)

The establishments primarily engaged in these activities are not included in this series of reports of the 1967 Census of Business but are included in all other retail trade publications of the census. Included in this classification are mail-order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations. In this census, the sales made at catalog sales desks in retail stores were tabulated as part of the stores' sales rather than as a part of the sales of mail-order houses, as had been done in the earlier censuses.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1967 Census of Business may be obtained on computer tape, on punch cards, or in tabular form. The data provided in such special tabulations will be in summary form and will be subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis and the request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to: Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Find Facts Fast . . .

with OVERSEAS BUSINESS REPORTS

Here is a basic reference source you can depend on when exploring new international sales field—or when reviewing current business activity.

OVERSEAS BUSINESS REPORTS are based on dispatches sent directly from-the-scene by U.S. Foreign Services officers in 117 Embassies around the globe. And prepared by country desk officers in Washington.

These thoroughly researched and up-to-date briefings come to you periodically throughout the year. This valuable commercial intelligence costs you less than \$1.50 a month.

As a subscriber to this special subscription series, you have at your finger tips over 100 specific country analyses published under these 8 major areas of interest—

- | | |
|------------------------------|-----------------------------------|
| 1) Selling | 4) Foreign Trade Regulations |
| 2) Establishing a Business | 5) Market Indicators |
| 3) Basic Data on the Economy | 6) Foreign Investment Legislation |
| | 7) Market Factors |
| | 8) Market Profiles |

Join the thousands
of successful
U.S. exporters
who subscribe

Return
this coupon
today.

Mail to: Any U.S. Department of Commerce Field Office
OR
Superintendent of Documents
Government Printing Office
Washington, D.C. 20402

Start my new subscription to OVERSEAS BUSINESS REPORTS.
Catalog No. C150

Enclosed _____ Send check, money order, Supt. Docs.

Coupons. Charge Deposit Account No. _____

☐ Annual Subscription, \$16 ☐ Foreign mailing, \$5 extra

Name _____

Address _____

City, State, ZIP _____

063 69-31

October 1969



OVERSEAS BUSINESS reports

U.S. DEPARTMENT OF COMMERCE, Maurice H. Stans, Secretary
BUREAU OF INTERNATIONAL COMMERCE, Harold B. Scott, Director

Basic Data On the Economy Of Sweden

Superintend 063 69-31

Prepared by Great Office
European Division
Office of International Regional Economics

General Information

Geography

Extending well above the Arctic Circle, Sweden is one of the world's northernmost countries. With an area totaling 173,423 square miles, it ranks third among European nations in size. Geographically, Sweden is highly diversified. In the northwest a rugged mountain range straddles the Norwegian border. In contrast, the southern tip of Sweden (Skåne) is a region of low elevation. The coastline, which is heavily indented, totals 4,739 miles. In addition to its continental area, Sweden possesses two large islands in the Baltic Sea, Gotland and Öland.

The three main territorial divisions are Gotland, Småland, and Norrland. Gotland, comprising roughly the southern quarter of the country, possesses terrain, soil, and climate well-suited to agriculture. Many significant industrial and commercial centers have developed there, including Gäddede, Malmö and Kristianstad. The western part

of Gotland is the most rapidly growing section of Sweden, chiefly because of a steady influx of population from rural areas in the north. Småland, directly south of Gotland, is well endowed with high grade iron ore and other mineral resources, and is the site of several manufacturing centers as well as the capital Stockholm. Norrland occupies roughly the northern half of Sweden. Though its population is sparse, this region possesses in greatest abundance Sweden's three most important natural resources: iron ore, forests and water power. Consequently, the nation's largest pulp and paper mills are located there. In addition, hydroelectric facilities in Norrland supply astronomical electricity to the more heavily populated areas in the south.

Situated between latitudes 59°N and 69°N, Sweden has a relatively favorable climate because of the warm Gulf Stream, which passes the western coast of Norway and sends an arm into the Skagerrak. On the other hand, the Russian continental mass adversely affects Sweden's climate, especially in the winter, when cold easterly winds prevail.

Because of Sweden's great length from south to north the climate varies considerably. In Skåne, the summers are about 142 days long, while winters are about 77 days. In Stockholm, the corresponding periods are 118 and 121 days. In the northernmost part of the country, summer is only 68 days and winter lasts 161 days. Annual daylight duration for the upper part of Norrland is constant for 53 days.

February, the coldest month, has a mean temperature of below 32° F throughout Sweden. (Stockholm averages 25.1°, Göteborg, 30.4°, and Haparanda, in the north, 16.6°). The average annual rainfall for the south of Sweden is 25 inches and for Lapland, 17 inches. Generally, snow lies on the ground about 100 days in northern regions and about 2 months in the south.

OVERSEAS BUSINESS REPORTS, \$14 a year (\$5 additional for foreign mailing); 13 months of copy. Order from any of the Department of Commerce field offices or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.





UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL



POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE